



MINISTRY FOR THE ENVIRONMENT
MANATŪ MŌ TETAIAO

FILE NO: **A 3-6** **VOL 1**

SERIES: **PUBLIC AFFAIRS**

SUB-SERIES: **PUBLICITY CAMPAIGNS**

SUBJECT: **EARTHCARE TV CAMPAIGN**

File Opened: **16/11/90** File Closed: _____

Previous File: _____ Subsequent File: _____

OTHER RELEVANT FILES

Subject	File No:

Disposal Category: _____



RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982



(F)

30 SEP 1991

823

MINISTRY FOR THE ENVIRONMENT MANATŪ MŌ TE TAIAO

84 Boulcott Street, P.O. Box 10362, Wellington, New Zealand.
Telephone (04) 734-090, Fax (04) 710-195.

→ file
PIE 6/4/3

RECEIVED
11 OCT 1991
MFE
by

our ref: ↑ ?

30 September, 1991.

MINISTER FOR THE ENVIRONMENT

BRIEFING NOTE: "EARTH CARE" TV CAMPAIGN

This note is to update you on EARTH CARE, now that the first advertisements have started on Television One.

1. Structure of EARTH CARE Trust

The Trust is in two parts: a formal group of Trustees constituted under the Charitable Trusts Act, and an advisory group called the "Board of Management", which includes officials. It was set up this way to avoid the Government being involved in the legal and commercial liabilities of formal Trustees and for TVNZ to retain commercial control over its programming decisions for TV ONE.

The formal Trustees are:

TVNZ (Julian Mounter, Group CEO)
Saatchi and Saatchi (Barry Manly, Managing Director)
David Lynn, independent Trustee (Solicitor, Morrison Morpeth)
Sir Edmund Hillary.

The Board of Management members are:

Barry Manly, Chairperson
Sue Chapman, General Manager Sales and Marketing, TVNZ
Rev Maurice Gray, Director Maori Studies, Lincoln University
Tawini Rangihau, Mana Maori Media, Rotorua
Karen Cronin, Public Affairs Manager, Ministry for Environment
Keith Johnston, Public Relations Manager, Dept Conservation
Felicity Cotton, Royal Forest and Bird Protection Society
Dame Miriam Dell, ECO
Lindsay Roke, Fisher and Paykel
Martin Brennan, Reckitt and Colman.

The Board was set up as a practical working group to give technical advice to TVNZ for the campaign. (NOTE: the earlier proposal was to have a group of high profile New Zealanders on the Trust, but this was altered when issues emerged about the legal requirements on Trustees: the two tier structure above was the result.) The role of the Board is to approve corporate sponsors for EARTH CARE and to advise on the communications campaign.

2. Corporate Sponsors

The primary sponsor for EARTH CARE is the Lotteries Commission. The Board is now considering further sponsors including Reckett and Colman and Kimberly Clark, a US paper manufacturing firm.

A protocol for the approval of sponsors by the Board is attached.

3. The EARTH CARE Campaign

EARTH CARE includes the following elements:

1. The main EARTH CARE advertisement, now screening. This gives an overview and calls on people to take part in caring for the environment.

2. EARTH CARE theme advertisements. To come shortly; numbers will depend on level of sponsorship obtained. They will elaborate on the main ad. to illustrate the general messages of the campaign.

3. Vignettes; already on screen each night at the end of the main news. Introduced by TV personalities, these are intended to show positive examples of what New Zealanders are doing. They were prepared by the Natural History Unit TVNZ. TVNZ regards them as part of their "programming".

However, members of the Board have some concern with the content to date and we have called for changes viz. future topics should include business as well as individual actions; they should include more Maori examples; and should avoid fringe issues such as the biodynamic possum control (somewhat dubious!). In response TVNZ has agreed to consult the Board for the next series and to take suggestions for topics. We have further been advised that the Chief Executive of TVNZ wants to see an improvement in the quality of the vignettes. The next meeting of the Board will also discuss how they can be better integrated with the wider messages of the campaign.

4. Profiling of TV ONE; already on screen. The EARTH CARE logo is appearing with the ONE logo and environmental images are being used in the general positioning of the Channel.

5. Sponsorship for environmental programmes; already on screen. Approved sponsors have the opportunity to buy an association with relevant programmes eg. Our World.

6. Use of EARTH CARE logo. Approved sponsors can use the EARTH CARE logo in their general advertising, but not on a specific product.

7. Environmental Award for sponsors. The company which makes the best improvement in its environmental performance will be presented with an Award by the Board of Management.

Depending on the level of sponsorship received, the following elements are also envisaged under EARTH CARE in future:

8. More environmental programming
9. Environmental education resources eg. kits for children
10. An EARTH CARE special, in association with World Environment Day, June 1992 and the opening of the EARTH SUMMIT in Brazil.

Karen Cronin

Karen Cronin
Public Affairs Manager.

APPROVED
SEEN
HONGKONG
<i>W. H. King</i>
10/10/1991

RELEASED UNDER THE
OFFICIAL INFORMATION ACT
1982

Protocol for the EARTH CARE Board of Management in considering Applications for Approval of EARTH CARE Sponsors.

1. Function of the EARTH CARE TRUST Board of Management

The Board has inter alia the function of approving corporate sponsors for the EARTH CARE campaign. The TVNZ Sales and Marketing team will sell the concept to potential sponsors, then the final right of veto will be made by the Board of Management; decision making to be on the basis of a majority of the 10 voting members.

2. General principles

In its operation and decisions, the Board will aim to achieve the objectives of the EARTH CARE Trust.

It is recognised that for EARTH CARE to succeed there must be sufficient corporate sponsorship and sufficient environmental integrity. The overall objective is to ensure the credibility of the campaign and its participants.

Therefore, in making decisions on proposed corporate sponsors, the Board of Management will take into account:

- the need for EARTH CARE to be financially viable
- the environmental integrity of the proposal
- the need for the decision to have public credibility.

Each of these three factors are valid and equally important.

Specifically, the Board will base its decision on the product or service which is being presented for association with EARTH CARE, rather than an assessment of the operation of the entire company. The decision is being made within the objectives of EARTH CARE, not a judgement on individual companies.

However, if the reputation or practices of the company generally are such that the proposal would seriously damage the credibility of the EARTH CARE campaign, this may be considered by the Board.

3. Procedure for approving proposals

1. TVNZ Sales and Marketing Team to advise Board of potential sponsors to get an initial reaction as a guide for approaching companies. Members of the Board may also suggest potential sponsors to TVNZ.

2. Companies wishing to become sponsors must meet the requirements of the Sponsorship Package, viz.

- provide written agreement to the Mission Statement - undertake an environmental initiative related to their workplace (which will be a candidate for an EARTH CARE Trust Award).

3. TVNZ Sales and Marketing to provide each member of the Board with written information on the proposed sponsor, including:

- supporting documentation which indicates how the company meets the Mission Statement
- information on the specific product or service being proposed for approval and its environmental attributes eg. inputs (materials and energy) and outputs (pollution, waste).
- information on the way in which it will be marketed in association with the EARTH CARE logo.

4. Members of the Board will have a maximum of three working days from receipt of the material to respond to the proposal. This is to enable the TVNZ Sales and Marketing team to work effectively with their clients.

5. The response must be based on the Principles outlined above and can be Yes, No or Maybe (needs more information).

6. If more information is required, TVNZ will obtain such material from the company for the Board.

7. The final approval will be made by the Board on the basis of a majority decision of the Members.

8. It is the responsibility of all members of the Board (or their seconds) to consider proposals and respond to them in the time available.

9. The Board will not necessarily meet to consider a proposal if the majority of members agree to it in the first instance. Again, this is to ensure that decisions can be made quickly.

NOTE: This is the Protocol as proposed 20/9/91. It is to be ratified by the Board by 3/10/91.



PIE 6/4/3

MINISTRY FOR THE ENVIRONMENT
MANATŪ MŌTETAIAO

84 Boulcott Street, P.O. Box 10362, Wellington, New Zealand.
Telephone (04) 734-090, Fax (04) 710-195.

our ref:

MINISTER FOR THE ENVIRONMENT

**Briefing Note: Environmentally Friendly Government
Departments Scheme**

Please find attached a copy of a letter to Mr Tony Tait,
Public Affairs Manager, IBM New Zealand Ltd concerning the
"Environmentally Friendly Government Departments Scheme".

A project plan is attached, but the main details are in the
letter.

Following your comments on Wednesday 26 June, we will be
going ahead with the proposal from IBM to provide \$50,000 for
the scheme. I have discussed this with the PM's Department
Officials and attached a memorandum to them which responds to
the points they made.

The PM's Department have suggested that you may wish to
notify your Cabinet colleagues about this scheme. It is not
worth a full Cabinet paper, but I have attached some notes if
you wish to raise it orally.

We hope to launch the scheme in late October/early November.

Karen Cronin
Communications Manager.

RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982

MINISTRY FOR THE ENVIRONMENT - "ENVIRONMENTALLY FRIENDLY
GOVERNMENT DEPARTMENTS SCHEME"

Notes for the Minister for the Environment: 28/6/91

1. Aim

To increase awareness in the workplace about the effects of our everyday actions on the environment.

2. Rationale

MFE has a statutory responsibility for environmental education. As the government's environmental policy agency, we should set an example with our own "housekeeping". In turn, the public sector can set an example for the community.

3. The scheme

A voluntary scheme where departments set up a staff committee to look at improving efficiency in materials/energy use, reducing waste and recycling.

The Ministry for the Environment has just completed a trial and will produce guidelines for other departments who wish to do the same. Letters were sent from Dr Blakeley to other Chief Executives earlier this year.

The next step will be a round of consultation, production of a guidelines booklet and poster, then a promotion strategy, including a launch function and video.

Public interest so far suggests we will also need to supply information to businesses, schools and other institutions. Sponsorship from IBM makes this possible.

3. Benefits.

People can take practical action to help the environment. This generates enthusiasm, pride in the workplace and greater awareness in the community. Reducing environmental impacts can also bring significant cost savings.

4. IBM involvement

IBM has an interest in promoting a safe and positive workplace and has a policy to operate as an environmentally responsible corporation. They won The World Environment Centre Gold Medal for International Corporate Environmental Achievement in 1990.

The total budget for the scheme is \$63,800. IBM has offered \$50,000 and MFE will contribute some staff time and \$7,800. A figure of \$6000 has been allowed for cost recovery on sales of an information kit for the general public. The MFE cost is consistent with the 91-92 budget decisions.

In return, we will use the IBM logo on the guidelines booklet and poster. The management of the scheme, including technical and editorial decisions, will be the responsibility of MFE.



MINISTRY FOR THE ENVIRONMENT
MANATŪ MŌ TE TAIAO

84 Boulcott Street, P.O. Box 10362, Wellington, New Zealand.
Telephone (04) 734-090, Fax (04) 710-195.

our ref:

28 June 1991

Mr Tony Tait
Public Affairs Manager
IBM New Zealand Ltd
P O Box 38993
WELLINGTON.

Dear Tony,

This letter is to confirm our recent discussions concerning support by IBM for the Ministry's "Environmentally Friendly Government Departments Scheme".

We are delighted that IBM sees an opportunity to support this project and we were impressed with your company's report booklet "The Earth; a reflection on us all. IBM and the Environment".

The Ministry's scheme is aimed at increasing awareness in the workplace about the effects of our everyday actions on the environment. The philosophy is that when everyone does their bit to help it can make an enormous contribution to looking after our environment.

This aim is consistent with IBM's interest in promoting a safe and positive workplace, and its objectives as an environmentally responsible corporation.

I have attached a draft project plan, which indicates the objectives of the scheme and the work programme. This will be finalised after our evaluation of a trial scheme in the Ministry for the Environment.

Our intention is to encourage other government departments, State Owned Enterprises, and the Beehive, to set up their own in house schemes. This will need a round of consultation, a guidelines booklet and a promotion strategy, including a launch function and video. We would like the scheme to reach every public servant (40,000) and we had planned to produce a poster, with appropriate sponsorship.

Assistance from IBM will enable us to meet this goal and to ensure that the guidelines booklet can be widely distributed. We are also aware of considerable interest in the wider community, from businesses, schools and local authorities.

The support of your company will give us the foundation to meet this demand. It means we can produce a further print run of the guidelines and, with a cost recovery charge, the information will be available to the whole community.

The total budget for the scheme is estimated at \$63,800, including a consultant writer, printing and promotion. The Ministry expects to contribute considerable staff time to the project over the coming year and has also allocated funds (\$7800) for artwork, launch etc. The budget assumes a cost recovery of \$6000 on sales of an information kit for the general public. The project plan is based on completing the distribution of information and promotion by the end of 1991.

We would like to make this arrangement with IBM as a supporter of the scheme, rather than as a formal "sponsorship".

In recognition of the assistance provided by IBM, the Ministry for the Environment will agree to use the IBM logo on the guidelines booklet and poster, along with the phrase: "developed by the Ministry for the Environment, with the support of IBM New Zealand Ltd." We would also acknowledge your support at the launch function.

This would provide a significant profile for your company throughout the state sector and beyond, once the booklet was made available to the wider community.

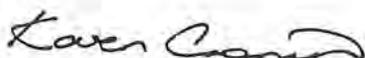
The Ministry for the Environment will be responsible for the total management of the scheme, consultation within the state sector, development of technical information, writing, editing, production and distribution of all material and the promotion strategy, including the launch function. All decisions regarding the technical, editorial and promotional aspects of the scheme would be the responsibility of the Ministry for the Environment.

We would be pleased to consult with IBM on the project plan and general strategy. We can provide a progress report on the scheme in December 1991. It is intended to evaluate the scheme after one year of operation; we are willing to involve IBM in that process if you see that as appropriate.

I hope this gives you a clear picture of what we plan with the scheme, and provides a satisfactory basis for the arrangements to be made between IBM and the Ministry.

With kind regards,

Yours sincerely,



Karen Cronin
Communications Manager.



MINISTRY FOR THE ENVIRONMENT
MANATŪ MŌ TĒTAIAO

84 Boulcott Street, P.O. Box 10362, Wellington, New Zealand.
Telephone (04) 734-090, Fax (04) 710-195.

our ref:

PROJECT PLAN
FOR
THE MINISTRY FOR THE ENVIRONMENT'S
ENVIRONMENTALLY FRIENDLY GOVERNMENT DEPARTMENTS SCHEME

at 25 June 1991

RELEASED UNDER THE
OFFICIAL INFORMATION ACT
1982

THE ENVIRONMENTALLY FRIENDLY GOVERNMENT DEPARTMENTS SCHEME

Individuals can make a big contribution to looking after the environment if their everyday actions are environmentally friendly.

The Ministry for the Environment has just completed a trial scheme to operate as an environmentally friendly organisation. The scheme has looked at issues such as energy efficiency, reducing waste and recycling. While no activity is ever without its environmental effects, the aim of the scheme is to be more conscious of the impact of our behaviour.

The Ministry is producing a guidelines booklet and poster to promote the scheme in other government departments. This will be phase two of the project.

Public interest is already high. The Ministry expects that a third phase of the scheme will be needed to supply information to businesses, schools and other institutions.

The adoption of environmentally friendly practices in the workplace can make a real impact in improving environmental quality - and can also bring significant cost savings.

Setting up environmentally friendly workplaces throughout New Zealand would give people a practical opportunity to look after our environment.

RELEASED UNDER THE OFFICIAL INFORMATION ACT
1982

BACKGROUND

Public interest in the environment has grown enormously in recent years. A number of guides have been published for "green living" and running a "green office". People want to know what they can do to help.

In response to this interest, the Ministry for the Environment published a pamphlet and poster for World Environment Day in 1989: "You Want To Save the World But Where Do You Start?"

As the Government's environmental policy agency, the Ministry for the Environment would like to set an example of environmental responsibility. Improving environmental practices in the workplace is a good place to start.

The Ministry commissioned an environmental audit in August 1990 which recommended a number of changes to make the organisation more environmentally friendly.

An in-house scheme was begun early in 1991, which involved endorsement by the Chief Executive, setting up a staff committee and the production of draft guidelines. The focus has been on what individuals can do as well as the whole organisation. This trial will be evaluated in June/July.

The next step is to promote the scheme in the wider state sector. The Ministry intends to publish a guidelines booklet and notes for use by committees in departments, accompanied by a poster for every public servant. Discussions have already been held to include Parliament in the scheme.

The aim is to launch the scheme in late 1991, with a special function at the Beehive and promoting it with a video featuring John Cleese [* requires approval of video company].

The Ministry is aware of strong interest in the scheme and expects a lot of requests for the guidelines from businessess, schools and local authorities. This could see a phase three of the project, promoting it in the wider community.

The opportunity has arisen to involve IBM New Zealand Ltd as a supporter of the scheme. This is consistent with IBM's interest in promoting a safe and positive workplace, and its objectives as an environmentally responsible corporation.

Support from IBM, plus some cost recovery, will make it possible to meet the anticipated public demand for information about the scheme.

This project plan sets out the objectives, work programme and budget for the scheme.

OBJECTIVES

1. To investigate the requirements for workplaces to operate in an environmentally friendly manner.
2. To trial an "environmentally friendly government department scheme" in the Ministry for the Environment, using draft guidelines.
3. To produce a guidelines booklet for other organisations to set up "environmentally friendly" workplace schemes.
4. To produce a poster and other promotional material for individuals in participating organisations.
5. To promote the scheme within the state sector and the wider community.

RELEASED UNDER THE
OFFICIAL INFORMATION ACT
1982

ENVIRONMENTALLY FRIENDLY GOVERNMENT DEPARTMENT'S SCHEME
DETAILED OUTLINE OF WORK PROGRAMME - as at 25/6/91

Step	Date
PHASE I	
1. Development of concept	early 1990
2. Approval MFE mgt	
3. Approval Minister	Nov 90
4. MFE audit	Aug 90
5. Acquired promotional video from UK	Feb 91
6. Letter from MFE Chief Executive to public service CEO's	early 91
7. Draft MFE guidelines completed	Feb 91
9. Presentation of scheme to MFE staff	Feb 91.
10. "Service" magazine article	Mar 91
11. MFE trial of scheme	Apr - June 91
12. Evaluation	June-July 91

RELEASED UNDER THE
OFFICIAL INFORMATION ACT
1982

PHASE II

Step	Date
13. Clarify nature of a public service scheme : - goals, timing, approvals - advice Energy Mgt Group, Ministry Commerce - liaison with Beehive - clarify govt procurement policy - discuss with key groups : PSA, Govt Stores Board, Communicns units in depts	August-September 91
14. Rewrite guidelines: - Consultant writer - MFE approval of text - Formatting - Printing - Launch - Distribution	by end September 91 by early October by mid October Late Oct/early Nov by end Nov
15. Promotion of Scheme - media coverage - launch event - Beehive display - poster for every public servant - articles for Service mag, PSA journal, MFE newsletter	October Late Oct/early Nov After launch for 1 mth mid Nov October/Nov
16. Establish Scheme - further letter/ meeting with CEO's - visit depts with video* - agreements to set up in house schemes - schemes operative	August Aug-September Early Oct From launch
17. Ongoing operation - maintain MFE scheme - technical advice for depts: consultants telephone hotline? - review of scheme after 1 yr: consultant	available from launch complete by Dec 92.

* requires approval of video company first

PHASE III

Step

Date

18. Promotion to business, schools, local authorities etc.:

From Feb 92

- answer public enquiries
- mag articles
- TV/radio
- further print run of guidelines booklet and poster
- sale of guidelines (MFE or Govt Print?)
- promotional/technical seminar?

ongoing from launch

early 92

RELEASED UNDER THE
OFFICIAL INFORMATION ACT
1982

BUDGET

* Indicates cost to be covered by MFE

1. Environmental Audit of MFE	\$2000*
2. Consultant advice for evaluation of MFE trial scheme	\$500*
3. Consultant researcher / writer	\$4000
4. Artwork for logo, poster etc. In house design work	\$2000* MFE
5. Phase II: State sector - Kit Formatting, arranging all production	MFE*
Printing Folders 40,000	\$8000
Printing guidelines book 40,000	\$20000
Printing committee notes 500	\$2000
Printing poster 40,000	\$8000
Assembling and filling folders, packing and distribution to departments	\$6000
Circulation within departments	\$0
6. 1 page flyer on scheme	\$100*
7. Launch function	\$2000*
8. Beehive display	\$200*
9. Phase III: wider community - further print run of 1000 Kits incl. Folders, Guidelines, Committee Notes Posters, Over run on posters (2000 spares) Distribution	\$9000 MFE
TOTAL	\$63800
Cost recovery on sales of say 600 kits @\$10 each incl. packing and postage, and GST	\$6000
TOTAL	\$57800
Inputs:	
MFE* \$7800	
IBM \$50,000	

A3-6

30 September, 1991.

MINISTER FOR THE ENVIRONMENT

BRIEFING NOTE: "EARTH CARE" TV CAMPAIGN

This note is to update you on EARTH CARE, now that the first advertisements have started on Television One.

1. Structure of EARTH CARE Trust

The Trust is in two parts: a formal group of Trustees constituted under the Charitable Trusts Act, and an advisory group called the "Board of Management", which includes officials. It was set up this way to avoid the Government being involved in the legal and commercial liabilities of formal Trustees and for TVNZ to retain commercial control over its programming decisions for TV ONE.

The formal Trustees are:

TVNZ (Julian Mounter, Group CEO)
Saatchi and Saatchi (Barry Manly, Managing Director)
David Lynn, independent Trustee (Solicitor, Morrison Morpeth)
Sir Edmund Hillary.

The Board of Management members are:

Barry Manly, Chairperson
Sue Chapman, General Manager Sales and Marketing, TVNZ
Rev Maurice Gray, Director Maori Studies, Lincoln University
Tawini Rangihau, Mana Maori Media, Rotorua
Karen Cronin, Public Affairs Manager, Ministry for Environment
Keith Johnston, Public Relations Manager, Dept Conservation
Felicity Cotton, Royal Forest and Bird Protection Society
Dame Miriam Dell, ECO
Lindsay Roke, Fisher and Paykel
Martin Brennan, Reckitt and Colman.

The Board was set up as a practical working group to give technical advice to TVNZ for the campaign. (NOTE: the earlier proposal was to have a group of high profile New Zealanders on the Trust, but this was altered when issues emerged about the legal requirements on Trustees: the two tier structure above was the result.) The role of the Board is to approve corporate sponsors for EARTH CARE and to advise on the communications campaign.

2. Corporate Sponsors

The primary sponsor for EARTH CARE is the Lotteries Commission. The Board is now considering further sponsors including Reckett and Colman and Kimberly Clark, a US paper manufacturing firm.

A protocol for the approval of sponsors by the Board is attached.

3. The EARTH CARE Campaign

EARTH CARE includes the following elements:

1. The main **EARTH CARE** advertisement, now screening. This gives an overview and calls on people to take part in caring for the environment.

2. **EARTH CARE** theme advertisements. To come shortly; numbers will depend on level of sponsorship obtained. They will elaborate on the main ad. to illustrate the general messages of the campaign.

3. **Vignettes**; already on screen each night at the end of the main news. Introduced by TV personalities, these are intended to show positive examples of what New Zealanders are doing. They were prepared by the Natural History Unit TVNZ. TVNZ regards them as part of their "programming".

However, members of the Board have some concern with the content to date and we have called for changes viz. future topics should include business as well as individual actions; they should include more Maori examples; and should avoid fringe issues such as the biodynamic possum control (somewhat dubious!). In response TVNZ has agreed to consult the Board for the next series and to take suggestions for topics. We have further been advised that the Chief Executive of TVNZ wants to see an improvement in the quality of the vignettes. The next meeting of the Board will also discuss how they can be better integrated with the wider messages of the campaign.

4. **Profiling of TV ONE**; already on screen. The **EARTH CARE** logo is appearing with the ONE logo and environmental images are being used in the general positioning of the Channel.

5. **Sponsorship for environmental programmes**; already on screen. Approved sponsors have the opportunity to buy an association with relevant programmes eg. Our World.

6. **Use of EARTH CARE logo**. Approved sponsors can use the **EARTH CARE** logo in their general advertising, but not on a specific product.

7. **Environmental Award for sponsors**. The company which makes the best improvement in its environmental performance will be presented with an Award by the Board of Management.

Depending on the level of sponsorship received, the following elements are also envisaged under EARTH CARE in future:

8. More environmental programming

9. Environmental education resources eg. kits for children

10. An EARTH CARE special, in association with World Environment Day, June 1992 and the opening of the EARTH SUMMIT in Brazil.

Karen Cronin
Public Affairs Manager.

RELEASED UNDER THE
OFFICIAL INFORMATION ACT
1982

Protocol for the EARTH CARE Board of Management in considering Applications for Approval of EARTH CARE Sponsors.

1. Function of the EARTH CARE TRUST Board of Management

The Board has inter alia the function of approving corporate sponsors for the EARTH CARE campaign. The TVNZ Sales and Marketing team will sell the concept to potential sponsors, then the final right of veto will be made by the Board of Management; decision making to be on the basis of a majority of the 10 voting members.

2. General principles

In its operation and decisions, the Board will aim to achieve the objectives of the EARTH CARE Trust.

It is recognised that for EARTH CARE to succeed there must be sufficient corporate sponsorship and sufficient environmental integrity. The overall objective is to ensure the credibility of the campaign and its participants.

Therefore, in making decisions on proposed corporate sponsors, the Board of Management will take into account:

- the need for EARTH CARE to be financially viable
- the environmental integrity of the proposal
- the need for the decision to have public credibility.

Each of these three factors are valid and equally important.

Specifically, the Board will base its decision on the product or service which is being presented for association with EARTH CARE, rather than an assessment of the operation of the entire company. The decision is being made within the objectives of EARTH CARE, not a judgement on individual companies.

However, if the reputation or practices of the company generally are such that the proposal would seriously damage the credibility of the EARTH CARE campaign, this may be considered by the Board.

3. Procedure for approving proposals

1. TVNZ Sales and Marketing Team to advise Board of potential sponsors to get an initial reaction as a guide for approaching companies. Members of the Board may also suggest potential sponsors to TVNZ.

2. Companies wishing to become sponsors must meet the requirements of the Sponsorship Package, viz.

- provide written agreement to the Mission Statement - undertake an environmental initiative related to their workplace (which will be a candidate for an EARTH CARE Trust Award).

3. TVNZ Sales and Marketing to provide each member of the Board with written information on the proposed sponsor, including:

- supporting documentation which indicates how the company meets the Mission Statement
- information on the specific product or service being proposed for approval and its environmental attributes eg. inputs (materials and energy) and outputs (pollution, waste).
- information on the way in which it will be marketed in association with the EARTH CARE logo.

4. Members of the Board will have a maximum of three working days from receipt of the material to respond to the proposal. This is to enable the TVNZ Sales and Marketing team to work effectively with their clients.

5. The response must be based on the Principles outlined above and can be Yes, No or Maybe (needs more information).

6. If more information is required, TVNZ will obtain such material from the company for the Board.

7. The final approval will be made by the Board on the basis of a majority decision of the Members.

8. It is the responsibility of all members of the Board (or their seconds) to consider proposals and respond to them in the time available.

9. The Board will not necessarily meet to consider a proposal if the majority of members agree to it in the first instance. Again, this is to ensure that decisions can be made quickly.

NOTE: This is the Protocol as proposed 20/9/91. It is to be ratified by the Board by 3/10/91.

9 April 1992

Kevin Smith
Conservation Director
Royal Forest and Bird Protection Society
PO Box 631
Wellington

Dear Kevin,

I understand that Forest and Bird is giving some consideration to its involvement in the EARTH CARE Campaign.

As a fellow member of the EARTH CARE Board of Management, I wanted to give you my views on how the campaign has worked and its future direction.

EARTH CARE is a pretty unique exercise. It involves a diverse group - television, advertising, the government, environmental groups, industry, and Maori - in a working partnership. It is an impressive line up, and is probably a first for such a campaign.

The basic aim is environmental education.

The message of the campaign has been to say to New Zealand : we have a beautiful country but we are in trouble over the way we are treating our environment. We all need to do something to help. There are some positive initiatives already underway. But more action is needed.

The message is being conveyed to the entire New Zealand community via television - the single most important communications medium. In terms of visibility for the environmental message, we couldn't do much better!

So I am convinced that EARTH CARE is an important campaign and that it is vital to make it a success.

But I have to say that the impact, to date, has been limited. The campaign is only half way there.

Elements achieved so far include:

- the song of the siren advert
- vignettes in prime time each night
- EARTH CARE logo with TV ONE
- sponsors promos around environmental programmes.

Elements still to come include:

- a new series of vignettes
- environmental theme adverts eg. on waste management
- call to action adverts: "what you can do"

The basic reason for this has been a lack of new sponsors. Those companies already on board are pleased with their involvement. But in a year when sponsors have had an overwhelming number of events to support, competition for further funding has been tough.

At a meeting with TVNZ and Saatchi recently, a number of decisions were taken to move the campaign into a new phase.

Basically this will mean expanding the profile of EARTH CARE, relating it to other environmental projects and restructuring the sponsorship packages to attract new support.

There is a real opportunity for members of the Board to capitalise on EARTH CARE in their own projects and publicity. At the Ministry, for example, we hope to extend our "Going Green" scheme and make further booklets on "Going Green" at school and at home. I see real advantage in making these EARTH CARE publications.

The EARTH CARE advert will also be screened in further flights, designed to coincide with World Environment Day in June, and with Conservation Week in August. This will enhance our own projects around this time.

I think the second phase of the campaign will be a success - building on the core communications strategy to date. It would be a pity for Forest and Bird not to be part of it!

There are a number of benefits for Forest and Bird from further involvement with EARTH CARE:

- input to the messages of this nationwide TV campaign
- input to the 'call to action' and theme adverts
- opportunity to feature in the next series of vignettes
- opportunity to use the national EARTH CARE brand to enhance your own projects and publicity.

In my experience the time involved as a member of the EARTH CARE board is minimal: only 3-4 meetings a year. There has been additional time for discussion between the Ministry, Forest and Bird and DOC on the next phase of the campaign. I think we now have that on track.

Television New Zealand has already given the project a lot of support beyond the bounds of its usual commercial projects - because they see the public interest in the campaign.

I would like to think that the other groups in the partnership will also continue their support - and make the most of the opportunity that EARTH CARE offers to enhance all our work in environmental education.

With kind regards.

Karen Cronin
Public Affairs Manager.

A 3-6

24 March 1992

TO: Earth Care Board of Management Members
FROM: Karen Cronin, MFE

RE: Discussion with TVNZ and Saatchis on EARTH CARE campaign 1992

This note is to bring you up to date with our discussions. Keith Johnston (DOC) and I met with Sue Chapman and Barry Manly last week; and again today with Felicity Giffitt (Forest and Bird).

The basic situation is that no further vignettes or new theme ads can be made until the next round of sponsors come on board. In the meantime the "song of the siren" ad. will be screened in three "flights" until Oct, plus existing vignettes and sponsor credits.

So how do we take the campaign forward?

There has been a positive reaction to the ideas in the 16 March letter. It is agreed that the campaign needs a higher profile to succeed. Everyone is being invited to contribute ideas to improve the profile of EARTH CARE and to encourage new sponsors.

The next actions will be as follows:

1. TVNZ to prepare report on income and expenditure to date.
2. TVNZ are doing an audience research survey to gauge public reaction to EARTH CARE. Results due early May.
3. TVNZ will do a survey of existing sponsors to measure their response to the campaign and get ideas for the future.
4. TVNZ are restructuring sponsor packs to offer a 6 months deal.
5. MFE will be writing to TVNZ news encouraging them to give coverage to the EARTH SUMMIT in Brazil and other environmental stories.
6. Saatchis will prepare a report for the Board which reviews the campaign to date and puts options for Phase 2: beyond Oct 92.

All members of the Board of Management have been asked to contribute actions they can take to increase the profile of EARTH CARE and encourage the next sponsors. We brainstormed some ideas this morning. See attached note.

Barry Manly of Saatchis will be calling a next meeting of the Board in about 3 weeks time to put all this information together. It would be good if we could all come with practical suggestions. We can then agree on action for Phase 2 of the campaign.

EARTH CARE CAMPAIGN - PHASE II

To increase the profile of the campaign, the following actions have been suggested:

- screening the "siren" ad again in March, June (around World Environment Day) and August (Conservation week)
- relating World Environment Day activities to EARTH CARE eg. via lapel badges, posters, stickers
- relating EARTH CARE to the UN Conference on Environment and Development in Brazil in June
- hosting a June conference to showcase industry initiatives on the environment which could : a) build on UNCED coverage b) get industry people telling each other about positive actions they are taking (MFE is planning research with the Manufacturers on this) and c) encourage new sponsors to join EARTH CARE
- making the Lotteries sponsored booklet for Conservation Week an EARTH CARE item, linked into the Going Green series started by MFE This could be "going green at home", with a future book on "going green at school"
- getting articles on EARTH CARE in newsletters of MFE, DOC, Forest and Bird and TVNZ
- activities for particular sponsors eg. Kiwi Treasure art work on Tshirts and posters; NZ Post to link EARTH CARE to stamps and Green Box.
- a one year birthday party at which we present the first EARTH CARE company awards.
- existing sponsors and Board Members to endorse EARTH CARE eg. through articles, speaking at the conference, at the 1 yr party.

A 3-6

MINISTRY FOR THE ENVIRONMENT
DATE: 3/10/91

MEMORANDUM

TO: EARTH CARE BOARD OF MANAGEMENT MEMBERS

Maurice Gray, Lincoln University
Tawini Rangihau, Mana Maori Media
Felicity Cotton, Forest and Bird
Keith Johnston, Dept Conservation
Lindsay Roke, Fisher and Paykel
Martin Brennan and Jenni Raysnish, Reckitt and Colman
Cath Wallace and Miriam Dell, ECO

CC:

Barry Manly, Saatchi and Saatchi
Sue Chapman, TVNZ

FROM: Karen Cronin, Ministry for Environment

RE: Developing Themes for EARTH CARE

Kia ora tatou

At the Board of Management Meeting today it was agreed that we would get together via a telephone conference call on Monday 14th Oct 2pm to discuss the themes ads. for the campaign.

I will arrange for the conference call from the Ministry and hope that you will all be able to take part! **** PLEASE LET ME KNOW STRAIGHT AWAY IF YOU ARE NOT GOING TO BE AVAILABLE FOR THE CALL.** You may want to send some notes instead.

The aim of the discussion is to confirm some of the ideas we developed at the Yacht Club meeting and to pass this on to Saatchis so that the Theme Adverts can be made. These will of course depend on future income. But it will be helpful to confirm our Vision of the whole campaign so that the individual elements can be integrated.

There is also an opportunity to use Paul Holmes and perhaps Judy Bailey for theme ads. and we need to move quickly on this.

We also noted the value of these themes being passed on to TVNZ to help plan the selection of topics for vignettes.

I have attached some notes which might help the discussion. Looking forward to talking with you on the 14th,

Karen Cronin
Public Affairs Manager

**MESSAGES OF THE EARTH CARE CAMPAIGN -
NOTES FOR DISCUSSION BY BOARD OF MANAGEMENT 14/10/91**

1. THE COMMUNICATIONS CAMPAIGN

With EARTH CARE we have a communications campaign with a message at several levels perhaps like this:

=====

General images/use of EARTH CARE logo on TV ONE*

The main EARTH CARE TV Commercial

EC Theme advertisements (EC Board of Mgt)

EC Vignettes* (TVNZ) / Sponsors adverts (sponsors)

Other outlets for the messages:

Written material eg. info for children

The EARTH CARE Award for the best corporate sponsor

* NB. Editorial decisions on the vignettes are the decision of TVNZ but the Board has made some suggestions for future topics. The positioning of TV One is also a commercial decision for TVNZ.

=====

At this stage, several levels of the campaign are already underway.

The TV ONE images are the most general and show attractive images of the NZ natural environment eg. the fern leaf in the rocky stream. The EARTH CARE logo has a gentle look and sound to it, which conveys the idea that the environment is fragile and we need to look after it.

The main EC commercial brings in the shock of what is wrong in New Zealand. It is emotional and challenging. We thought we were clean and green and not as bad as other countries. In fact we have some serious problems here too. We need to act now to turn it around. Everyone can do something to help.

The vignettes show very local and practical examples of what New Zealanders are already doing. They convey pragmatism, enthusiasm and ingenuity. Some good things are already going on.

We are now looking to develop the middle level ie. the EC Theme Adverts. Other opportunities for our message will be through the Award to the best sponsor company and any written material we can produce eg. the booklet which might go in the Green Box and through Lotteries Commission outlets. (Maurice and Tawini - this came up at the meeting today as a possibility with the Lotteries Commission and NZ Post as sponsors).

2. COORDINATING THE CAMPAIGN MESSAGE

I am keen to see us confirm the overall messages of the campaign and to ensure coordination through the various levels. There should be a cohesive image of EARTH CARE, which benefits all participants including TVNZ and the sponsors. An unfortunate impression in one area undermines the credibility of the whole.

For example, the vignettes should not be inconsistent with the wider campaign. While the Board of Management can not make decisions on the editorial side for TVNZ, we do have the opportunity to suggest topics and issues which we see as the priority.

3. EARTH CARE MESSAGE: WHAT ARE WE SAYING?

At our very first meetings on EARTH CARE we developed the following general messages for the campaign:

- * the world environment is in a serious state
- * NZ is not OK - we have problems here too
- * everyone is part of the problem and must help with the solution: government, industry, community groups, households, individuals
- * people want to help and feel empowered
- * what you do makes a difference: in yourhome, office, factory or school
- * there are some good things happening
- * if New Zealand can't get this right, no one in the world can.

These were worked into the proposal document for sponsors and are reflected in the main EARTH CARE TVCommercial.

The message of practical action has been put in place through the vignettes. It is now time to develop the other messages in the Theme Adverts.

We have already worked up some ideas at our session at the yacht club. We looked at the environmental issues and then the messages. We identified the environmental issues as:

habitat protection	marine/coast protection
greenhouse effect	energy conservation
leaded fuel	waste management
soil erosion	land fills
depletion non-renewable resources	ozone layer
transport	eutrophication
acid rain	heritage sites
respect for Maori view of nature	air pollution
packaging	sewage disposal
spiritual value of environment	urban enviro (noise,safety)

We thought the most important issues were:

***habitat destruction** illustrated by loss of forests, species, soil

***waste** illustrated by landfills, toxics, air&water pollution

So how would we translate the issues into a message and then a theme advert? The messages we decided on were:

1. We are guardians of the land. We wanted to acknowledge the Maori view of the environment. We could do this by using Maori proverbs to illustrate our place in the natural world and responsibility to it. Another idea was to use the sound of the conch shell as a call from nature and a warning.

2. Practise waste management = reduce, reuse, recycle. Recycling is one action (and very popular) but more important is to reduce the amount of waste we produce in the first place. Perhaps this could be where we use the Paul Holmes/Judy Baily contribution.

3. Practise energy conservation

This is going to be a major environmental area, especially with climate change and the impact of more energy generation on the NZ environment. We could illustrate this through energy savings in the home and in transport.

4. Practise sustainable resource use /rahui

This would show practical ways to use resources at a rate which they can be replenished or to give ecosystems a rest when they are overused eg. fisheries or soil management.

5. Restore, regenerate, replenish natural systems

If we have damaged the environment or worn it down, we can make it better eg. clean up after construction, planting native trees, adding to fish or bird stocks to allow numbers to replenish. There are some good examples of companies doing this eg. leaving native bush stands intact; marine reserves.

6. Start at home /care for your local environment

This was the message that we can start right here and now with immediate surroundings be it our house, school, beach or factory. Perhaps Judy Baily might prefer to be involved with this one?

4. SELECTING THE THEME ADVERTS

So what priority should we give to our theme ad.s ?

We have the opportunity, thanks to TVNZ, to use Paul Holmes on recycling. Saatchi already have a neat ad with Paul and his fan mail! We can make no.2 straight away. But it should go with the message of waste minimisation as well.

What next then? My own order of priority would be no.1 then number 3. and then number 6.

What do you think? Lets talk about it on the 14th.

A 3, 6

24 March 1992

TO: Earth Care Board of Management Members
FROM: Karen Cronin, MFE

RE: Discussion with TVNZ and Saatchis on EARTH CARE campaign 1992

This note is to bring you up to date with our discussions. Keith Johnston (DOC) and I met with Sue Chapman and Barry Manly last week; and again today with Felicity Giffitt (Forest and Bird).

The basic situation is that no further vignettes or new theme ads can be made until the next round of sponsors come on board. In the meantime the "song of the siren" ad. will be screened in three "flights" until Oct, plus existing vignettes and sponsor credits.

So how do we take the campaign forward?

There has been a positive reaction to the ideas in the 16 March letter. It is agreed that the campaign needs a higher profile to succeed. Everyone is being invited to contribute ideas to improve the profile of EARTH CARE and to encourage new sponsors.

The next actions will be as follows:

1. TVNZ to prepare report on income and expenditure to date.
2. TVNZ are doing an audience research survey to gauge public reaction to EARTH CARE. Results due early May.
3. TVNZ will do a survey of existing sponsors to measure their response to the campaign and get ideas for the future.
4. TVNZ are restructuring sponsor packs to offer a 6 months deal.
5. MFE will be writing to TVNZ news encouraging them to give coverage to the EARTH SUMMIT in Brazil and other environmental stories.
6. Saatchis will prepare a report for the Board which reviews the campaign to date and puts options for Phase 2: beyond Oct 92.

All members of the Board of Management have been asked to contribute actions they can take to increase the profile of EARTH CARE and encourage the next sponsors. We brainstormed some ideas this morning. See attached note.

Barry Manly of Saatchis will be calling a next meeting of the Board in about 3 weeks time to put all this information together. It would be good if we could all come with practical suggestions. We can then agree on action for Phase 2 of the campaign.

EARTH CARE CAMPAIGN - PHASE II

To increase the profile of the campaign, the following actions have been suggested:

- screening the "siren" ad again in March, June (around World Environment Day) and August (Conservation week)
- relating World Environment Day activities to EARTH CARE eg. via lapel badges, posters, stickers
- relating EARTH CARE to the UN Conference on Environment and Development in Brazil in June
- hosting a June conference to showcase industry initiatives on the environment which could : a) build on UNCED coverage b) get industry people telling each other about positive actions they are taking (MFE is planning research with the Manufacturers on this) and c) encourage new sponsors to join EARTH CARE
- making the Lotteries sponsored booklet for Conservation Week an EARTH CARE item, linked into the Going Green series started by MFE This could be "going green at home", with a future book on "going green at school"
- getting articles on EARTH CARE in newsletters of MFE, DOC, Forest and Bird and TVNZ
- activities for particular sponsors eg. Kiwi Treasure art work on Tshirts and posters; NZ Post to link EARTH CARE to stamps and Green Box.
- a one year birthday party at which we present the first EARTH CARE company awards.
- existing sponsors and Board Members to endorse EARTH CARE eg. through articles, speaking at the conference, at the 1 yr party.